WHAT IS CLAIMED IS:

1. A web service method for providing imaging conversion services on content, comprising the steps of:

receiving content;

obtaining a style sheet;

selecting an imaging conversion program based on a criteria;

converting the content using the selected imaging conversion

program to obtain converted content; and

transmitting the converted content to a desired location.

- 2. The method as defined in claim 1, wherein the web service is at a web site identified by a URL reference.
- 3. The method as define in claim 2, wherein the content is obtained from a source web site that is different from the web service web site; and wherein the obtaining a style sheet step comprises receiving a style sheet from the source web site.
- 4. The method as defined in claim 2, wherein the content is obtained from a source web site that is different from the web service web site; and wherein the obtaining a style sheet step comprises selecting a default style sheet.
- 5. The method as defined in claim 1, wherein the criteria for the selecting a conversion program step comprises selecting a conversion program based on a parameter of a printer to be used to print the content.

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- 6. The method as defined in claim 1, wherein the criteria for the selecting a conversion program step selects a conversion program dynamically based on a negotiation taking place between the web service and the requestor and based on the capabilities of each.
- 7. The method as defined in claim 1, wherein the transmitting step comprises the step of transmitting the translated content to a consuming web site or service.
- 8. The method as defined in claim 1, wherein the transmitting step comprises transmitting the translated content to storage in a personal imaging repository.
- 9. The method as defined in claim 1, wherein the transmitting step comprises transmitting a reference to the converted content, with the reference referring to the converted content.
- 10. The method as defined in claim 1, wherein the selecting an imaging conversion step comprises associating a reference for the selected imaging conversion program to the content or to a reference for the content and making that content or the content reference accessible to the user, to thereby permit the converting step to be performed on a demand basis.
- 11. The method as defined in claim 1, wherein the receiving content step comprises receiving a reference to the content and associating the content reference to a reference for the web service method and making this content reference accessible to a user, so that the conversion services may be performed on a demand basis.

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- 12. The method as defined in claim 1, wherein the converted content is stored on the web service.
- 13 The method as defined in claim 1, wherein the translating the content step comprises filtering the content to delete selected items therein.
- 14. The method as defined in claim 1, wherein the translating the content step comprises labeling different items in the content.
- 15. The method as defined in claim 1, further comprising the step of reordering labeled content.
- 16. The method as defined in claim 1, wherein the converting the content step comprises changing the layout of the content on a page.
- 17. The method as defined in claim 1, wherein said obtaining a style sheet step comprises allowing a user to configure a style sheet for use with the method.
- 18. The method as defined in claim 1, wherein the transmitting step comprises transmitting the content to another service.
- 19. A web service system for providing imaging conversion services on content, comprising:
 - a component for receiving content;
 - a component for obtaining a style sheet;
- a component for selecting an imaging conversion program based on a criteria;

a component for converting the content using the selected imaging conversion program to obtain converted content; and

a component for transmitting the converted content to a desired location.

20. A program product for implementing a web service method for providing imaging conversion services on content, comprising computer readable code for performing the following method steps:

receiving content;

obtaining a style sheet;

selecting an imaging conversion program based on a criteria; converting the content using the selected imaging conversion program to obtain converted content; and

transmitting the converted content to a desired location.